

# REIP

Real Estate Industry Partners

Information  
Memorandum







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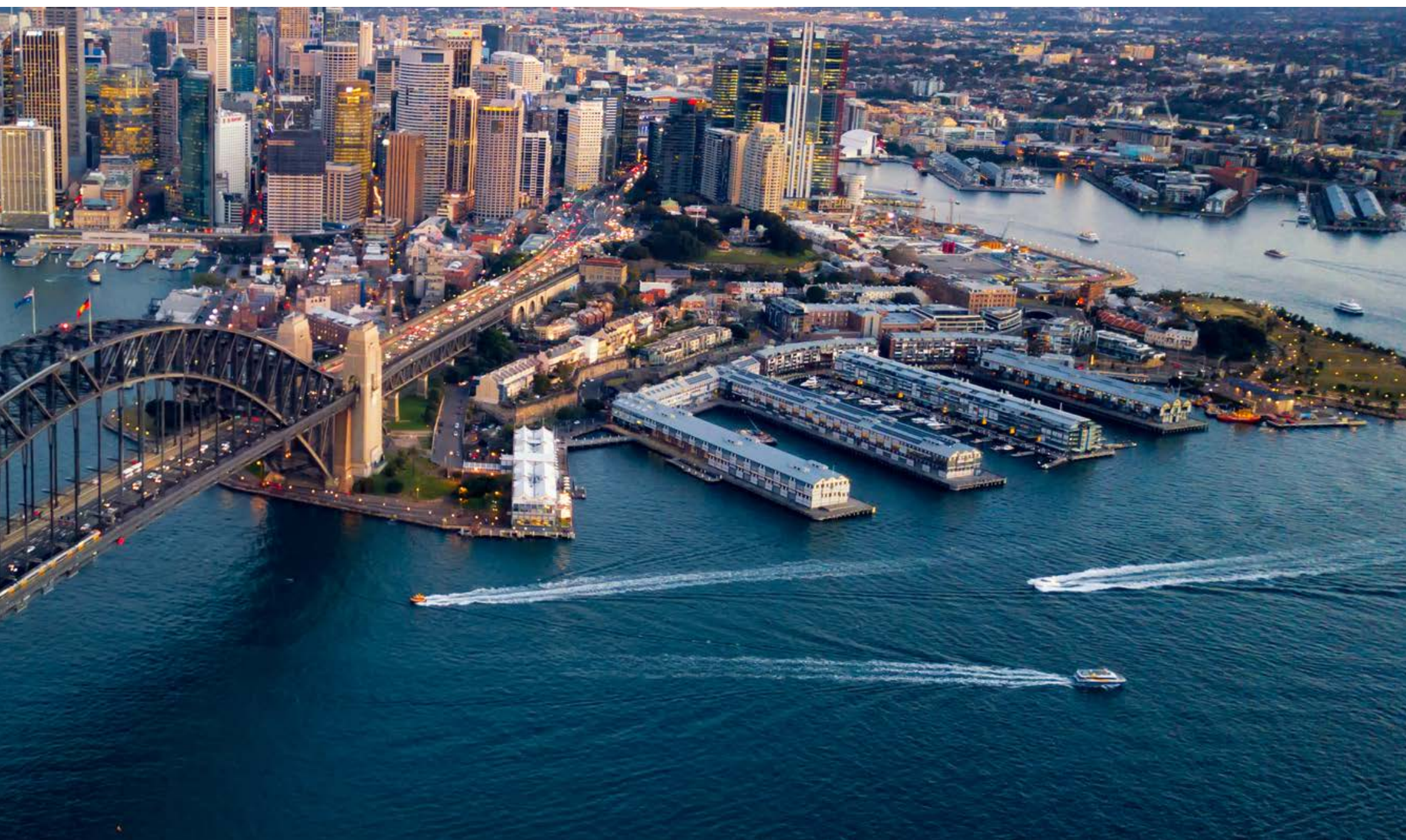
## Our Purpose

Building long term industry success by having self determination of our data.

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## Our Pillars



### Data Sovereignty

- First party data – use of and future proof
- Industry lead products and partners



### Collaboration

- We lead for everyone
- Maintain relevance and professional standards

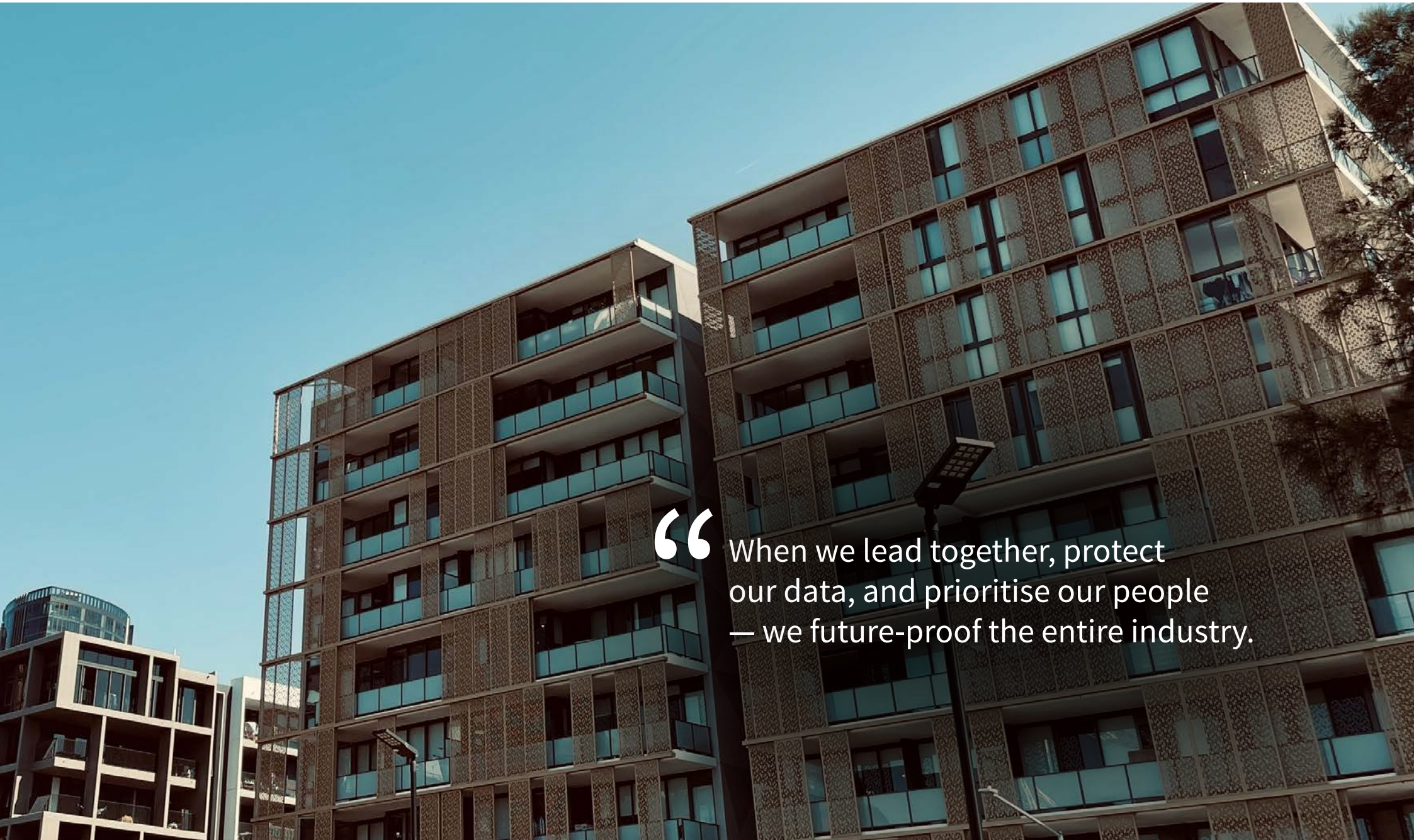


### Wellbeing

- Of our people
- Of our business







“ When we lead together, protect our data, and prioritise our people — we future-proof the entire industry.



## A Bold Vision

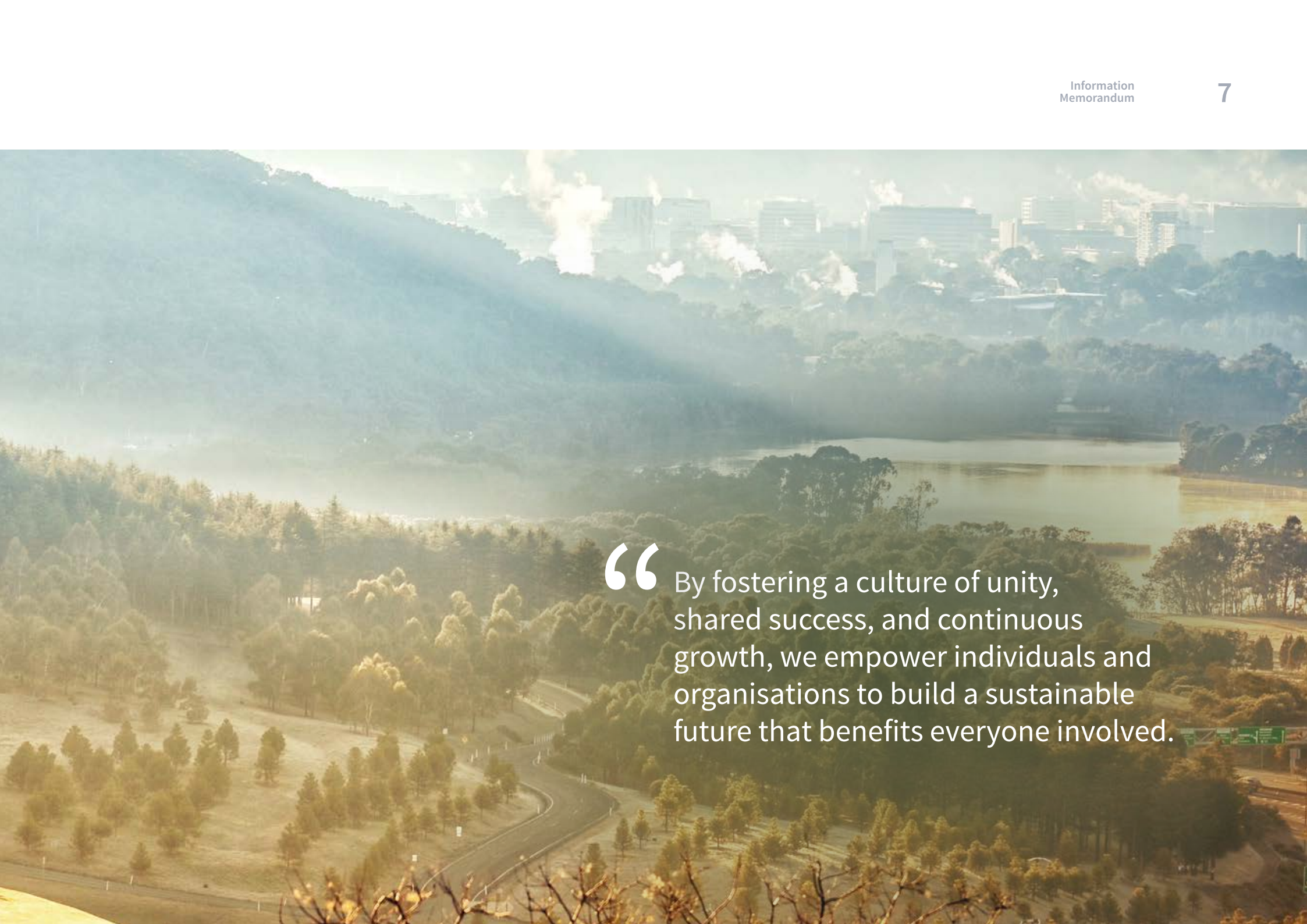
Building long term industry success.  
In real estate data is power. It drives smarter decisions, accurate forecasting and deeper customer understanding. Control the data – control the industry.

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REIP exists to unify and empower the real estate industry – ensuring that the value we create is reinvested into our people, our innovation, and our future. In an industry where data is the most valuable asset, we believe in democratising access to it, harnessing its insights, and using it to drive smarter decisions, stronger outcomes, and shared success. Through collaborative leadership, sustainable practices, and a commitment to wellbeing, REIP is building a resilient, respected, and future-ready real estate sector – for the benefit of all.

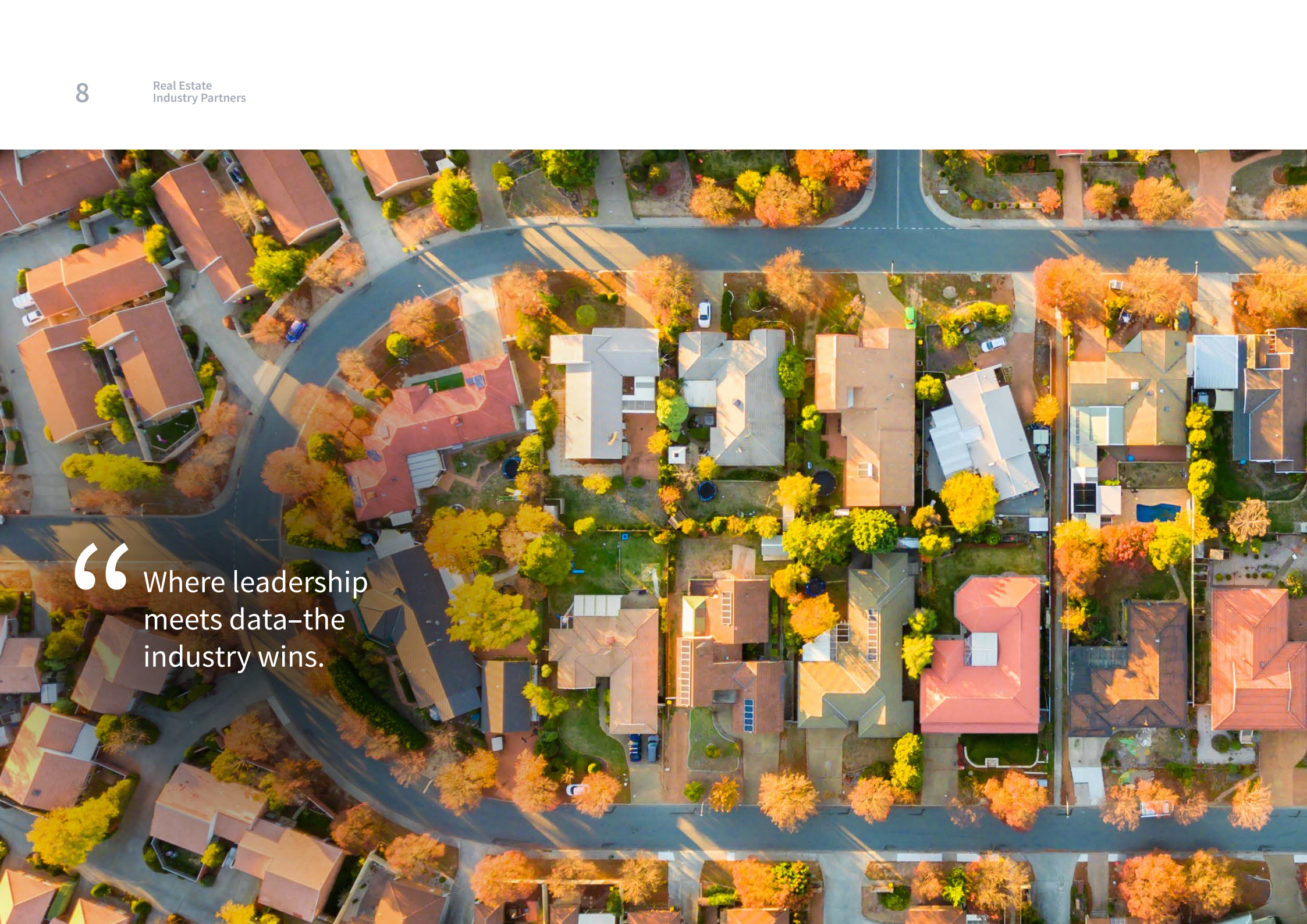






“ By fostering a culture of unity, shared success, and continuous growth, we empower individuals and organisations to build a sustainable future that benefits everyone involved.





“Where leadership  
meets data—the  
industry wins.”





## Executive Summary

REIP is a collective of leaders and brands who have come together to unite and empower the industry to advocate on its on behalf.

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- We are on a mission to drive a strong and sustainable future using a positive collective voice and cutting edge innovation.
  - Our shareholders contribute funds each month to financially support REIP.
  - REIP Shareholders – Ray White, Harcourts, Raine & Horne, C21, RE/MAX, PRD, Place, Coronis, Belle Hocking Stuart, WebIT.
  - REIP Board – Mike Green (Chair), Dan White, Angus Raine, Peter Hanscomb, Joel Davoren, Leanne Pilkington, Michael Sheargold, Matt Webster, Guy Cosgrave.
  - REIP partners with industry leaders such as REIA and REI Super to amplify collective impact and deliver stronger outcomes for the real estate sector.
  - Membership of REIP is free.



## Why is REIP critical

The portal race is over.  
Data is the next battleground!

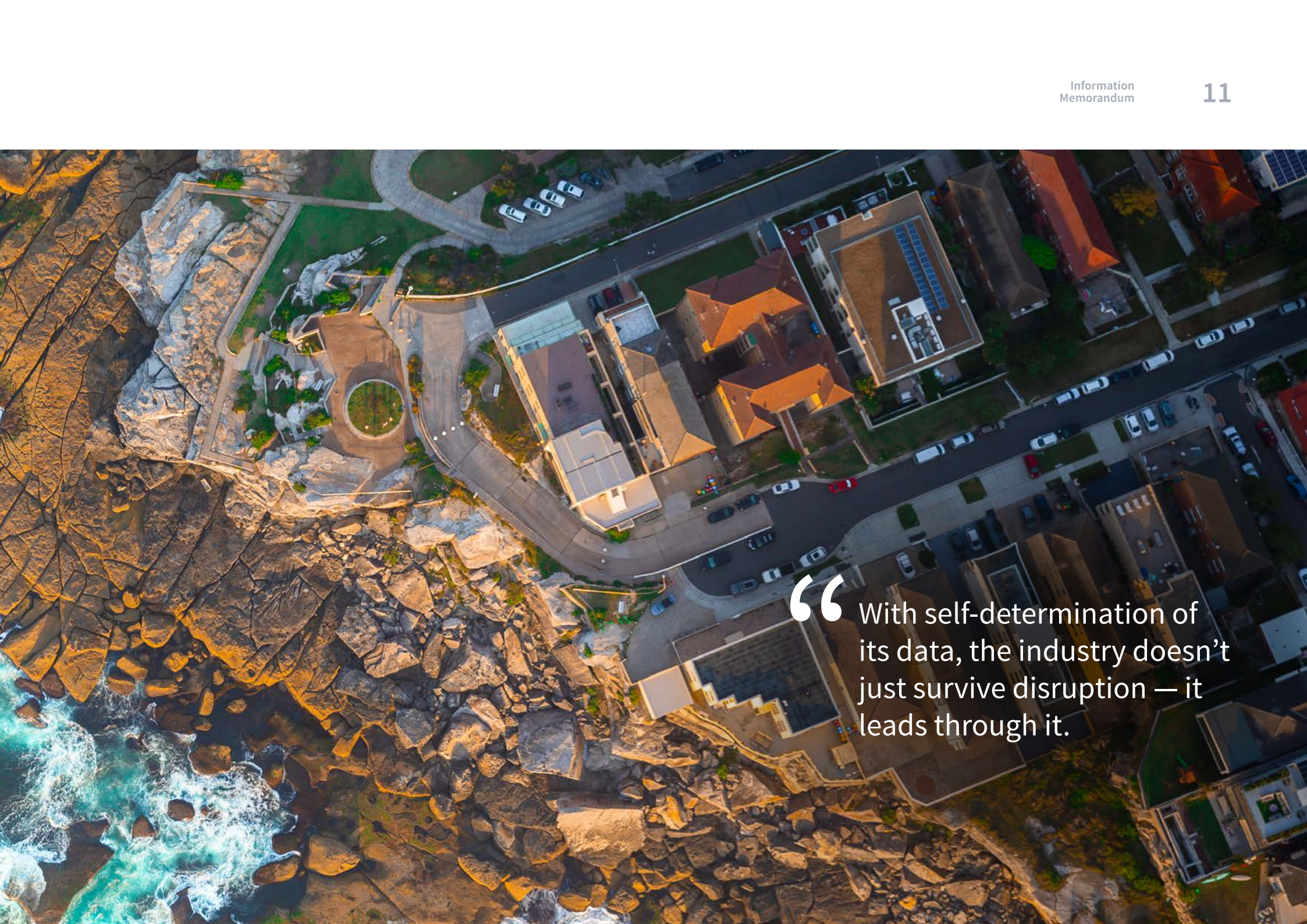
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The future of real estate lies in how we **collectively manage and democratise data** to drive innovation, create value, and protect the industry's long-term success.

REIP exists to build a stronger, more resilient industry where **data serves the people who generate it, leadership is collective, and success is shared.**



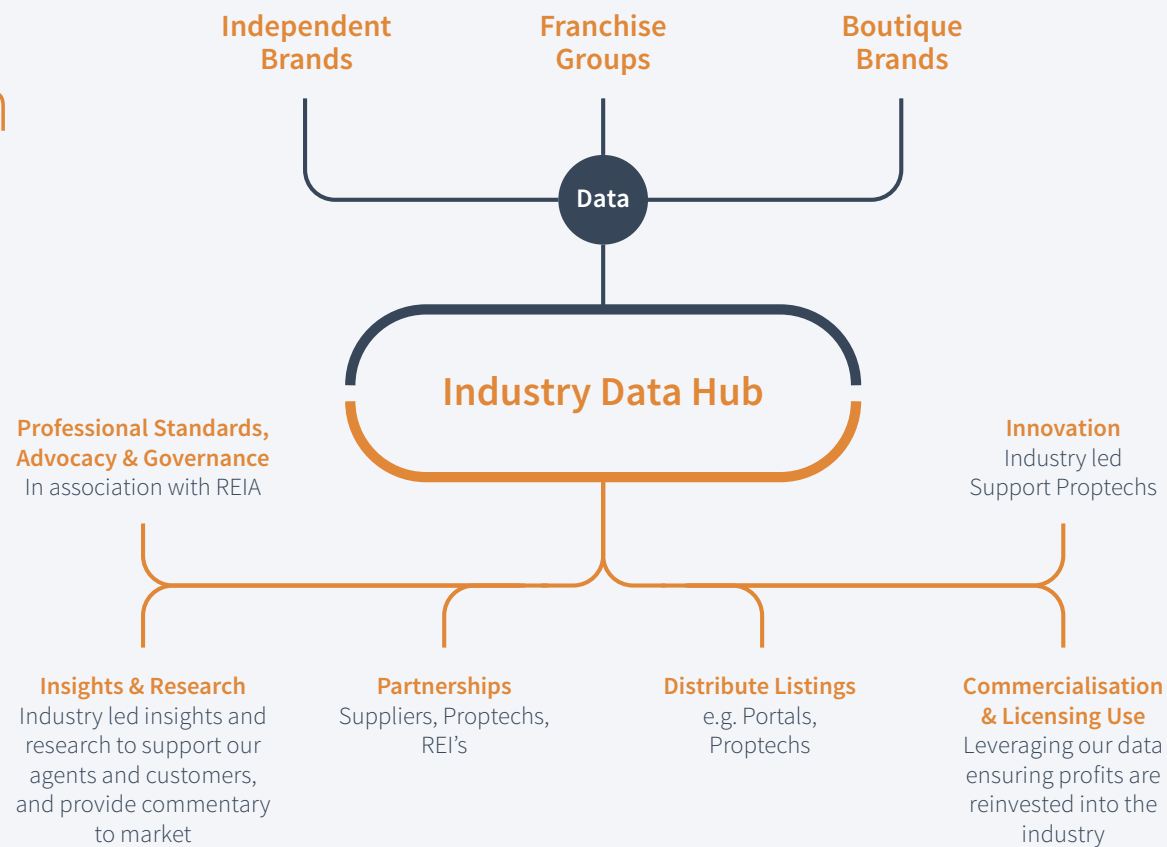


An aerial photograph of a coastal town. On the left, a rocky shoreline with large, dark rocks meets the ocean, where white-capped waves are breaking. The town itself is built on a slight incline, featuring several large, multi-story buildings with reddish-brown roofs. A winding road with a circular driveway is visible in the center. To the right, a street with parked cars and more residential buildings extends towards the top of the frame. The overall scene is captured from a high angle, looking down at the town and the sea.

“ With self-determination of its data, the industry doesn’t just survive disruption — it leads through it.



## Building Industry Self Determination







“ A unified voice.  
A smarter future.”





“ Industry-owned data.  
Shared insights.  
Collective strength.





## The Power of Collaboration

Real estate has always been a competitive, fragmented industry. The future demands more than individual or brand success—it calls for collective action.

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**“There’s a time to compete, and a time to collaborate”.**  
At REIP, we believe we can do both.

We can come together and work on what matters to the future of our industry—data, innovation, and shared infrastructure—this will strengthen the entire industry, protect our value, create opportunities and provide self-determination of our data that no one individual, business or brand can unlock alone.



# The Opportunity



## Industry-Wide Collaboration

Uniting leaders to streamline industry data management.



## Innovation and Digitisation

Developing industry-backed or owned digital solutions to improve agency and client experiences.



## Data Commercialisation

Leverage our data, aggregate it at scale, and turn it into independent insights and research that reflect the true market landscape.



## Strategic Partnerships

Investing in platforms that align with REIP's mission and offer competitive, high-quality solutions.



## One National Organisation

REIP is the national industry organisation dedicated to strengthening the real estate sector through data ownership, commercial value, and long-term relevance—ensuring the insights and profits generated are reinvested back into the industry that created them.



## Commitment to Professional Standards

Building a positive industry reputation and advancing public confidence through our initiatives.







“Turning data  
into shared value.”



# Empowering Consumers Through Industry-Led Data

Property remains the number one asset class for Australians.

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In an increasingly competitive information landscape, consumers don't just need data — they need insights they can trust.

When the real estate industry collaborates and shares its data, we create:

- Clearer, richer insights into property market performance
- Deeper understanding of local and national market movements
- Greater consumer confidence when making property decisions
- Through collaboration, we help consumers see the full picture — not just fragments.

At REIP, we ensure the industry leads the way in delivering trusted, meaningful insights that empower Australians to make smarter, better-informed property choices.







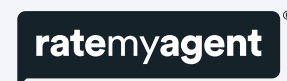
“When the industry  
collaborates,  
our clients win.”







## REIP Partners





# REIP Nexus

Modular | Configurable | Customisable

REIP Nexus is a joint venture  
with Valocity and REIP.

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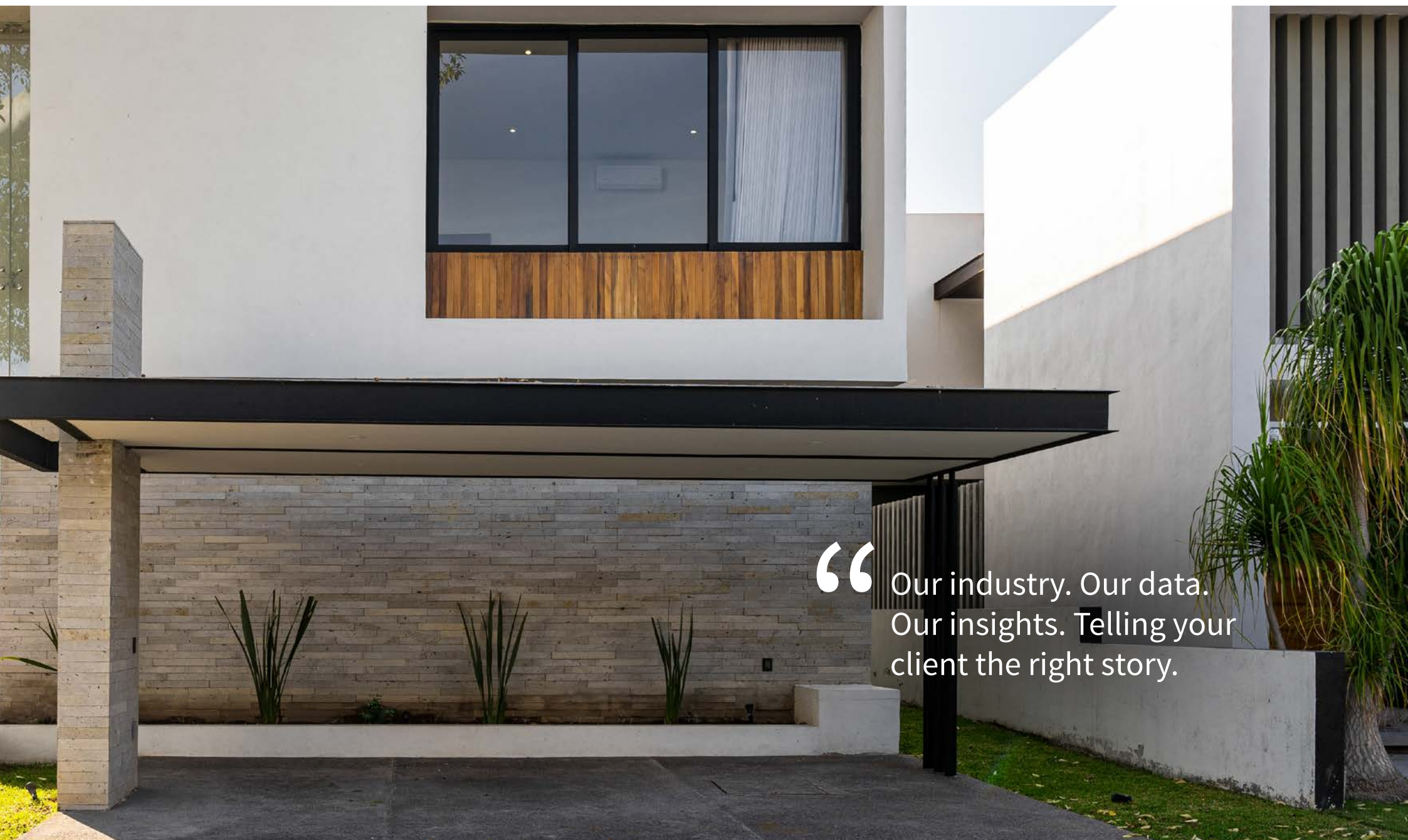
We are your industry partner, property research tool, providing the latest data, digital workflow solutions, customised CMA's and workflows:

- Designed in collaboration with the industry
- Creates transparency and efficiency within offices via digitised workflows
- Provides data for agents and their clients to make more informed decisions
- Uses data to build the right relationships with clients

We currently integrate with the following products:

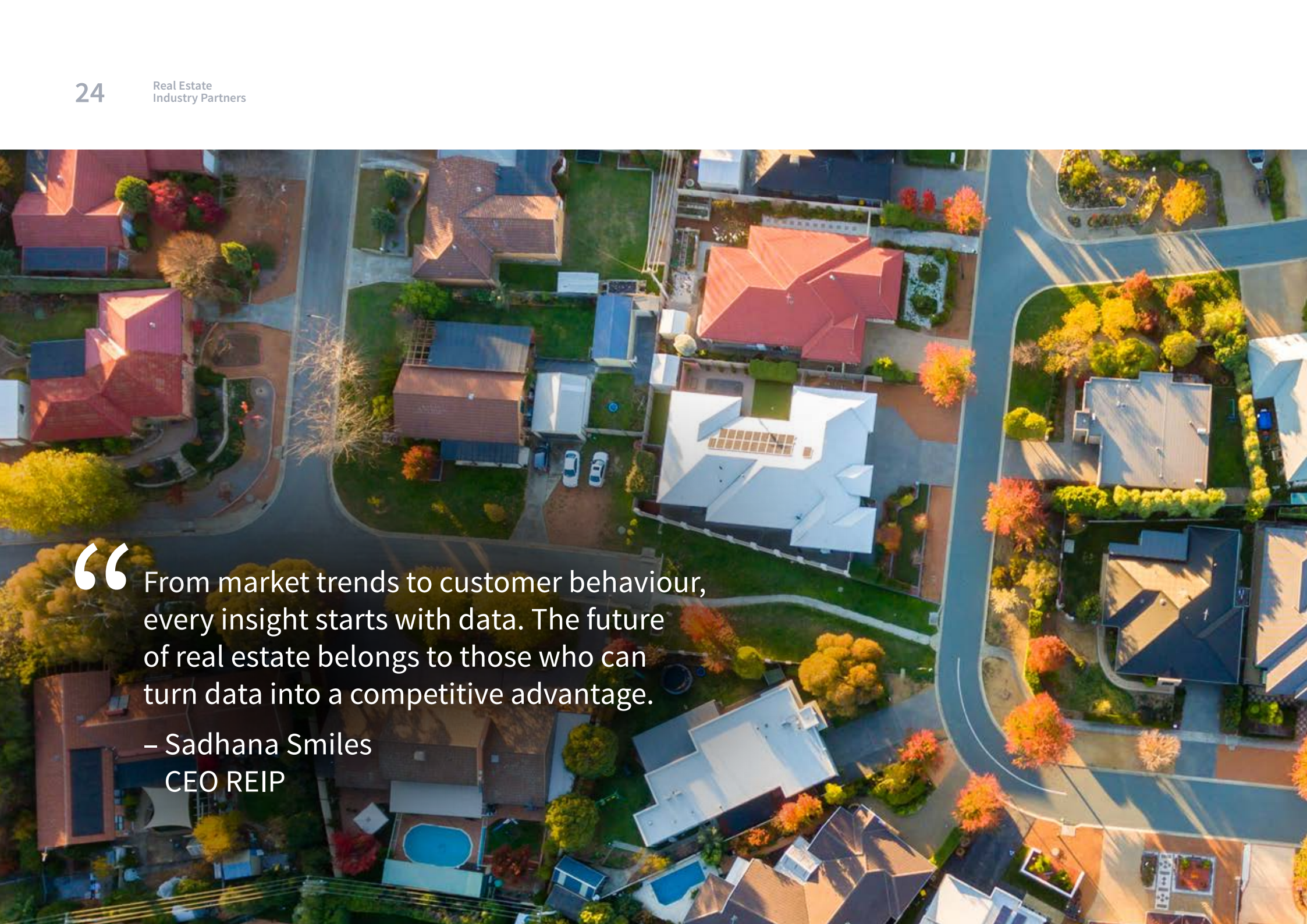






“ Our industry. Our data.  
Our insights. Telling your  
client the right story.



An aerial photograph of a suburban neighborhood. The image shows several houses with different roof colors (red, white, brown) and styles. There are green lawns, some with swimming pools, and trees with autumn-colored foliage. A winding road runs through the neighborhood. The lighting suggests it's either early morning or late afternoon, with long shadows.

“ From market trends to customer behaviour, every insight starts with data. The future of real estate belongs to those who can turn data into a competitive advantage.

– Sadhana Smiles  
CEO REIP





## How to join REIP

The future of real estate is about more than just transactions—it's about creating a thriving, sustainable industry that serves both professionals and the communities we operate in.

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At REIP, our role is to be the driving force behind long-term industry success, ensuring that real estate businesses, suppliers, and professionals are equipped for the future through collaboration, innovation, and strong leadership.


We're not just looking at what's happening now—we're shaping what comes next.

To join our journey, you simply need to provide your data to the REIP data hub.

We look forward to welcoming you to REIP.

**Sadhana Smiles**  
CEO REIP



A wide-angle photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm golden glow across the sky and reflecting off the glass facades of several tall skyscrapers. The buildings are densely packed, with varying architectural styles. In the foreground, a body of water is visible, with numerous sailboats and yachts moored at a pier. The overall atmosphere is serene and urban.

“ In real estate data is power. It drives smarter decisions, accurate forecasting and deeper customer understanding. Control the data – control the industry.







**Shareholding Information**

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Real Estate Industry Partners

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